



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
961211-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	1904

Flight Dates	Order #	Alt Order #
10/09/12 - 10/14/12	961211	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/14/12	6a Eyeopener	558-7a	- TWTF - -	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	- TWTF - -	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	10/10/12	6:22 AM	6a Eyeopener	558-7a	:30	0FA12D132H	\$1,200.00 NM
2	10/09/12	10/14/12	Good Morning America	658-9a	- TWTF - -	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	- TWTF - -	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	Tu	10/09/12	7:59 AM	Good Morning America	658-9a	:30	0FA12D132H	\$800.00 NM
1	WCVB	W	10/10/12	7:58 AM	Good Morning America	658-9a	:30	0FA12D132H	\$800.00 NM
3	10/09/12	10/14/12	Weekend GMA	7-8a	- - - - - SS	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	- - - - - SS	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Sa	10/13/12	7:59 AM	Weekend GMA	7-8a	:30	0FA12D132H	\$800.00 NM
2	WCVB	Su	10/14/12	7:29 AM	Weekend GMA	7-8a	:30	0FA12D132H	\$800.00 NM
4	10/09/12	10/14/12	LIVE WITH KELLY & MICHAEL	9A-10A	- TWTF - -	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	- TWTF - -	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/09/12	9:36 AM	LIVE WITH KELLY & MICHAEL	9A-10A	:30	0FA12D132H	\$500.00 NM
2	WCVB	W	10/10/12	9:59 AM	LIVE WITH KELLY & MICHAEL	9A-10A	:30	0FA12D132H	\$500.00 NM
5	10/09/12	10/14/12	STEVE HARVEY DAY	10-11a	- TWTF - -	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	- TWTF - -	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/09/12	10:30 AM	STEVE HARVEY DAY	10-11a	:30	0FA12D132H	\$400.00 NM
2	WCVB	W	10/10/12	10:47 AM	STEVE HARVEY DAY	10-11a	:30	0FA12D132H	\$400.00 NM
6	10/09/12	10/14/12	The View	1058-12n	- TWTF - -	:30	2	\$1,500.00	NM

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961211-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser	Product	Estimate Number	
Obama/D/President	Candidate Orders	1904	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	2		\$1,500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	10/10/12	10:59 AM	The View	1058-12n	:30	0FA12D132H	\$1,500.00 NM
2	WCVB	Th	10/11/12	10:59 AM	The View	1058-12n	:30	0FA12D132H	\$1,500.00 NM
7	10/09/12	10/14/12	Midday News	1158a-1230p	- TWTF - -	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	1		\$600.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	10/11/12	12:28 PM	Midday News	1158a-1230p	:30	0FA12D132H	\$600.00 NM
8	10/09/12	10/14/12	Millionaire	1228-1p	- TWTF - -	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	1		\$500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Th	10/11/12	12:52 PM	Millionaire	1228-1p	:30	0FA12D132H	\$500.00 NM
9	10/09/12	10/14/12	The Chew	1-2p	- TWTF - -	:30	3	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	3		\$750.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/09/12	12:59 PM	The Chew	1-2p	:30	0FA12D132H	\$750.00 NM
2	WCVB	Th	10/11/12	12:59 PM	The Chew	1-2p	:30	0FA12D132H	\$750.00 NM
3	WCVB	F	10/12/12	1:31 PM	The Chew	1-2p	:30	0FA12D132H	\$750.00 NM
10	10/09/12	10/14/12	GENERAL HOSPITAL	ABC SOAPS ROTA	- TWTF - -	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	1		\$900.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/09/12	2:22 PM	GENERAL HOSPITAL	ABC SOAPS ROTA	:30	0FA12D132H	\$900.00 NM
11	10/09/12	10/14/12	KATIE COURIC DAY	3-4p	- TWTF - -	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	2		\$600.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WCVB	Tu	10/09/12	3:50 PM	KATIE COURIC DAY	3-4p	:30	0FA12D132H	\$600.00 NM
1	WCVB	W	10/10/12	3:29 PM	KATIE COURIC DAY	3-4p	:30	0FA12D132H	\$600.00 NM
12	10/09/12	10/14/12	ELLEN EF	4P-5P	- TWTF - -	:30	3	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	3		\$1,200.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WCVB	Tu	10/09/12	4:54 PM	ELLEN EF	4P-5P	:30	0FA12D132H	\$1,200.00 NM
1	WCVB	W	10/10/12	4:40 PM	ELLEN EF	4P-5P	:30	0FA12D132H	\$1,200.00 NM
2	WCVB	F	10/12/12	4:29 PM	ELLEN EF	4P-5P	:30	0FA12D132H	\$1,200.00 NM
13	10/09/12	10/14/12	M-F Inside Edition	658-730p	- TWTF - -	:30	1	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	10/09/12	10/15/12	- TWTF - -	1		\$1,500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	10/10/12	7:12 PM	M-F Inside Edition	658-730p	:30	0FA12D132H	\$1,500.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



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961211-1	10/14/12	October 2012	10/01/12 - 10/14/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Obama/D/President	Candidate Orders	1904	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																		
13	10/09/12	10/14/12	M-F Inside Edition Class of Time - Pre-emptible with notice	658-730p	- TWTF - -	:30	1	\$1,500.00	NM																																																		
14	10/09/12	10/14/12	Chronicle Class of Time - Pre-emptible with notice	728-8p	- TWTF - -	:30	2	\$1,500.00	NM																																																		
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/09/12</td><td>10/15/12</td><td>- TWTF - -</td><td>2</td><td>\$1,500.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: #</u></td><td><u>Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u> <u>Type</u></td></tr> <tr> <td>1</td><td>WCVB</td><td>Th</td><td>10/11/12</td><td>7:52 PM</td><td>Chronicle</td><td>728-8p</td><td>:30</td><td>0FA12D132H</td><td>\$1,500.00 NM</td></tr> <tr> <td>2</td><td>WCVB</td><td>F</td><td>10/12/12</td><td>7:29 PM</td><td>Chronicle</td><td>728-8p</td><td>:30</td><td>0FA12D132H</td><td>\$1,500.00 NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/09/12	10/15/12	- TWTF - -	2	\$1,500.00					<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>	1	WCVB	Th	10/11/12	7:52 PM	Chronicle	728-8p	:30	0FA12D132H	\$1,500.00 NM	2	WCVB	F	10/12/12	7:29 PM	Chronicle	728-8p	:30	0FA12D132H	\$1,500.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/09/12	10/15/12	- TWTF - -	2	\$1,500.00																																																						
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1	WCVB	Th	10/11/12	7:52 PM	Chronicle	728-8p	:30	0FA12D132H	\$1,500.00 NM																																																		
2	WCVB	F	10/12/12	7:29 PM	Chronicle	728-8p	:30	0FA12D132H	\$1,500.00 NM																																																		
<u>Total Spots</u>							25																																																				

Payment Terms 30 Days

<u>Gross Total</u>	\$22,750.00
<u>Agency Commission</u>	\$3,412.50
<u>Net Amount Due</u>	\$19,337.50